



Visual Arts Workshops 2003-2004

310 South Rio Grande Street
Salt Lake City, UT 84101

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Presenter:

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Why People Buy Art

1. They're emotionally involved in the piece
 - The artwork has a sentimental quality that the buyer can relate to (a geographic area, it includes a figure of a person they know, etc.)
2. They're educated about the piece
 - If someone knows something "secret" or "inside" about the artwork because you (the artist) shared it with them, their ego expands and they buy it so they can tell their friends about it. Then the *buyer* becomes the expert and they will more than likely come back to you for more.

The Buyer – *Who is Your Buyer?*

1. These are the people you want to see your artwork. You can show anywhere you want, but if you want to sell, you need to attract *your* buyer.
 - Create a "composite buyer" – who will buy your artwork? This helps you know where and what to exhibit.
 1. Male? Female?
 2. Age
 3. Income
 4. Hobbies – If someone likes floral paintings, maybe they like gardening. Advertise and exhibit where your buyer is.
2. Develop a mailing list right away. Don't think, "He probably wouldn't buy art." It doesn't matter. **PUT THEM ON YOUR LIST ANYWAY.** Even if they don't buy art, they may have a rich friend who does. Keep in touch with them and keep sending them exhibit announcements. People recommend the artists that keep in touch with them. **Even if you're represented by a gallery, maintain a mailing list of your own. That way, if the gallery goes under, you have a list of clients to send mailings to.**



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Treat Yourself as a Professional

- Create business cards, invoices, letterhead, envelopes, etc. You can make copies of these things for real cheap if you go to the right places.
- If you portray yourself as a professional, people will treat you like one.

Business Cards

- Color business cards are crucial – as an artist, you sell color (unless you're a black and white photographer).
- Make a standard-sized business card. It's fun to make square cards and others that stand out among the rest. But if it doesn't fit into their card holder, people will either lose it or throw it away.

Postcards

- Print in bulk because they're inexpensive, multipurpose (advertise a show, advertise a sale)
- They're an easy, non-confrontational way to introduce yourself to a gallery. You can send a postcard to a gallery with some images and your contact information, give them ten days and then give them a call. Ask them "Did you get my postcard I sent you last week?" If nothing else you have something to talk about during your first phone call rather than just introducing yourself to them cold.

Selling Prints of Your Work

- Sell your image to a business – dentist, vet, and hair salon. Put a presentation together and take orders in quantities of 100 or more. They can use them on *their* postcards for check-up reminders, their advertisements, birthdays, etc.
- Greeting cards: sell them to companies. Give them exclusivity on an image if they buy 1,000 or more. Put reorder forms with your cards so they don't forget who you are and they can easily find you to make another order.
- Businesses send cards out all the time. Why not have one of your images on them?